

AMENDMENTS TO THE CLAIMS

1. (Canceled)
2. (Currently amended) ~~The printer of Claim 1,~~ A printer for printing upon a continuous web of print receivable media, the printer comprising:
 - (a) a print head having a media drive assembly side;
 - (b) a media drive assembly for moving continuous web print receivable media past the print head, the media drive assembly being disposed on the media drive assembly side of the print head;
 - (c) a platen disposed adjacent the print head; and
 - (d) a controller coupled to said print head, said media drive assembly, and said platen for controlling the modes of operation of said printer in accordance with user input, the modes of operation of said printer including a continuous print mode of operation and a single sheet mode of operation, wherein during said continuous print mode of operation, said print head, said media drive assembly, and said platen are controlled such that said media is moved by said media drive assembly past said print head in a downstream direction, wherein during said single sheet mode of operation, said print head, said media drive assembly, and said platen are controlled such that said media is moved by said media drive assembly past said print head in an upstream direction one sheet at a time, and wherein said single sheet mode of operation includes a single sheet push mode of operation and a single sheet pull mode of operation, wherein during said single sheet push mode of operation, said print head, said media drive assembly, and said platen are controlled such that said media is pushed past said print head in said upstream direction during printing, and wherein during said single sheet pull mode of operation, said print head, said media drive assembly, and said platen are controlled such that said media is first pushed past said print head in said upstream direction and, then, during printing, is pulled in said downstream direction.
3. (Original) The printer of Claim 2, further including an iron located on an opposite side of said print head from said media drive assembly for pressing said media against

said platen when said printer is in said continuous print mode of operation or said single sheet pull mode of operation.

4. (Original) The printer of Claim 3, wherein a position of said iron with respect to said platen is controlled by said controller.

5. (Original) The printer of Claim 4, wherein during said single sheet push mode of operation said controller positions said iron so that said media passes over said iron rather than being pressed by said iron against said platen.

6. (Original) The printer of Claim 2, wherein the controller causes the print head to print in a top to bottom direction when in the continuous print mode of operation and in the single sheet push mode of operation, and wherein the controller causes the print head to print in a bottom to top direction when in the single sheet pull mode of operation.

7. (Original) The printer of Claim 3, wherein the platen is rotatably mounted and includes an iron disengagement member, and wherein the controller selectively rotates the platen such that the iron disengagement member interacts with the iron to move the iron from a media tension position to a media load position.

8. (Original) The printer of Claim 7, wherein the controller selectively rotates the platen to adjust the gap between the outer surface of the platen and the print head.

9-13. (Canceled)

14. (Original) A printer for printing upon a continuous web of print receivable media, the printer comprising:

- (a) a print head having a media drive assembly side;
- (b) a media drive assembly having at least one driver for moving the media across the print head, the driver disposed only on the media drive assembly side of the print head;
- (c) a platen disposed adjacent to the print head; and
- (d) a controller coupled to the print head, media drive assembly, and platen to control the printer to print upon the media in a continuous pull printing manner, wherein the controller controls the media drive assembly to alternatingly advance the media by pulling the media past

the print head and pause media movement during printing by the print head upon the media, and in a single sheet pull printing manner, wherein the controller controls the media drive assembly to push a sheet of the media past the print head and then alternately advance the media by pulling the media back past the print head and pause media movement during printing by the print head.

15. (Original) The printer of Claim 14, wherein the printer includes an iron and wherein during continuous pull printing and single sheet pull printing, the media passes between the iron and the platen.

16-18. (Canceled)

19. (Original) A method of controlling a printer to perform continuous sheet printing and single sheet pull printing, the printer having a print head for printing upon a web of continuous print receivable media, a media drive assembly having at least one driver for moving the media, wherein the driver is located on only one side of the print head, the method comprising:

(a) determining if continuous sheet printing is desired, and if continuous sheet printing is desired, directing the media drive assembly to alternately:

(i) pause printing and advance the media by pulling the media across the print head; and

(ii) pause media movement while printing; and

(b) determining if single sheet pull printing is desired, and if single sheet pull printing is desired, directing the media drive assembly to push a first sheet of the media past the print head, and to alternately advance the media back past the print head by pulling the media and pause media movement while the print head prints upon the media.

20. (Original) The method of Claim 19, wherein the printer also includes a platen disposed adjacent the print head and an iron disposed adjacent the platen, and wherein the media passes between the platen and the iron during continuous sheet printing.

21. (Original) The method of Claim 19, wherein the printer also includes a platen disposed adjacent the print head and an iron disposed adjacent the platen, and wherein the media passes between the platen and the iron during single sheet pull printing.

22-24. (Canceled)

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